



KSAZ
511 W. Adams Street
Phoenix, AZ 85003
(602) 257-1234

CONTRACT

<u>Contract / Revision</u> 4076850 /		<u>Alt Order #</u> Political Issue
<u>Product</u> Issue		
<u>Contract Dates</u> 10/01/12 - 10/07/12		<u>Estimate #</u> 1880
<u>Advertiser</u> Senate Majority PAC		<u>Original Date / Revision</u> 09/26/12 / 09/27/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSAZ	<u>Account Executive</u> Chris Johnson	<u>Sales Office</u> FSS Philadelphia
<u>Special Handling</u>		
<u>Demographic</u> Adults 25+		
<u>IDB#</u>	<u>Advertiser Code</u> 94	<u>Product Code</u> 100
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Waterfront Strategies
Attention: Spencer Wood
1010 Wisconsin Ave
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	KSAZ	10/01/12	10/05/12	M-F 5a-530a	5a-530a		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MTWTF--				3	\$500.00			
2	KSAZ	10/01/12	10/05/12	M-F 530a-6a	530a-6a		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MTWTF--				3	\$500.00			
3	KSAZ	10/01/12	10/05/12	M-F 6a-7a News	6a-7a		:30			NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MTWTF--				2	\$850.00			
4	KSAZ	10/01/12	10/05/12	M-F 7a-8a News	7a-8a		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MTWTF--				1	\$850.00			
5	KSAZ	10/01/12	10/05/12	M-F 8a-9a News	8a-9a		:30			NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MTWTF--				5	\$650.00			
6	KSAZ	10/01/12	10/05/12	M-F 12p-1230p Noon News	12p-1230p		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MTWTF--				2	\$400.00			
7	KSAZ	10/01/12	10/05/12	M-F 3p-4p	3p-4p		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MTWTF--				2	\$250.00			
8	KSAZ	10/01/12	10/05/12	M-F 430p-5p	430p-5p		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MTWTF--				2	\$700.00			
9	KSAZ	10/01/12	10/05/12	M-F 630p-7p	630p-7p		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MT--TF--				2	\$1,200.00			
10	KSAZ	10/01/12	10/05/12	M-F 10p-1030p News	10p-1030p		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	MTWTF--				1	\$1,100.00			
11	KSAZ	10/07/12	10/07/12	Su 8a-9a News	8a-9a		:30			NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S				1	\$425.00			
Totals											24	\$15,425.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



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4076850 /	Political Issue

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/01/12 - 10/07/12	Issue	1880

<u>Advertiser</u>	<u>Original Date / Revision</u>
Senate Majority PAC	09/26/12 / 09/27/12

*Tax 1 Note: Phoenix City Sales Tax 0.5%.

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/01/12 - 10/07/12	24	\$15,425.00	\$13,111.25	\$65.56	\$13,176.81
Totals	24	\$15,425.00	\$13,111.25	\$65.56	\$13,176.81

Signature: _____ **Date:** _____

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